

CONTEXT BASED MAIN SCREEN FOR MOBILE DEVICE

ABSTRACT OF THE DISCLOSURE

An invention is provided for a context based mobile device display. The context
5 based mobile device display includes a primary service icon representing a service most
likely to be utilized by a user within a predefined period of time based on user profile
information. The primary service icon is displayed in a primary position on the mobile
device display. Also included is a plurality of secondary service icons representing
services likely to be utilized by a user within a predefined period of time, however not as
10 likely as the primary service, based on user profile information. The secondary service
icons are smaller than the service icon representing the service in the primary position. A
plurality of tertiary service icons representing remaining services available to the user are
further included in the context based mobile device display. The tertiary service icons are
displayed in a tertiary position of the mobile device display.